

**Designing a Packaging Stewardship Program for Alberta
Recycling Council of Alberta Fall 2009 Conference
Fairmont Palliser, Calgary
October 16, 2009, 10:45 am – 12:15 pm**

Presenters:

Joanne Fedyk	Saskatchewan Waste Reduction Council
Barry Friesen	CleanFARMS Inc.
Ken Friesen	StewardEdge
Pat Kane	Alberta Environment
Bob Kenney	Nova Scotia Environment
Dave Schwass	Alberta Plastics Recycling Association
Christina Seidel	Recycling Council of Alberta

Pat Kane introduced the concept of an Alberta packaging stewardship program. Alberta Environment is interested in what program elements are important to conference attendees.

Christina Seidel presented a summary of International Packaging Stewardship Programs and facilitated the plenary session.

Initial Comments

Ken Friesen recommended ten elements:

- 1) There is more than one way to design and operate stewardship programs. Some ways are better than others but there is not only one right approach to stewardship.
- 2) What is the end game? What are we trying to achieve? Defining and deciding on the end game is more important than some of the details. All stakeholders can/should be involved in defining the end game.
- 3) Whether it is a cost shared approach or 100% industry funded EPR is important – but it is not the most important consideration.
- 4) We are not starting with a blank sheet anywhere and the historical situation will affect how people perceive changes. Change will be with us always and we need to manage that change.
- 5) Authority and responsibility go hand in hand – whenever one separates them by giving responsibility without authority or authority without responsibility one ends up with dysfunctional systems.
- 6) Fairness, Effectiveness, Efficiency – these affect all stakeholders
- 7) Systems – based approach. Mimics nature and acknowledges that everything is part of a larger whole. We need to look at complete systems for managing a wide range of end of life materials and not a multitude of one-off solutions.
- 8) Be transparent about the costs and performance. Comprehensive Multi-material programs are more effective and a much more cost efficient way of managing a wide range of packaging and printed paper. If a gov't still

- wants to have separate deposit and other packaging programs that may be fine but they should make the decision knowing what the additional cost is to their consumers and taxpayers.
- 9) Consider regional and national E&E efforts, competitiveness.
 - 10) Set aside ideology, and design and implement what is fair, equitable, efficient, and effective.

Bob Kenney

- Momentum must be in the right direction.
- Look at other programs (e.g., Ontario, Quebec, Manitoba).
- Reward 'good guys'; ones with high recycling rates.
- Consider harmonization.
- Targets and reporting are important; takes time to develop.
- Program is complicated and a lot of work.

Barry Friesen

- High level is good but 'devil is in the details'.
- Be clear on what target is (e.g., litter problem, energy issue).
- Set the bar high; revisit target.
- Do not put everything in one basket.
- Industry can pay 100%, other options 50/50 and 80/20.
- Promotion and education are important.
- Do homework before hand; government must do research (pay for studies) and provide background.
- Reward voluntary programs; do not fix what is not broken.

Joanne Fedyk

- What do you want stewardship program to achieve?
 - 1) Waste diversion.
 - 2) Access to consumers (everyone in province) to use program.
 - 3) Where does packaging belong – industry and/or consumers?
 - 4) Market smoothing.
- 100% industry funded; 100% industry run.
- Municipalities have a place at the board table. The program's failures end up in municipal landfills and taxpayers money is spent to deal with them.

Dave Schwass

- Packaging is dynamic, functional & globally developed – generally recyclable "Where Facilities Exist"
- Dramatic improvements including down-gauging, integrity and safety
- Sustainable capacity is required
- Focus on outcomes and required behavioural changes .
- Need for integrated solutions.
- Bans are not practical.
- Packaging needs to be looked at in a broad perspective
- Stewardship for product should include packaging (eg., electronics).

Stakeholder Input

Objectives

- Targets to match what market can bear.
- Arielle Muriel (Mount Royal University) – Link targets to infrastructure within trading area.
- Dave Schwass – Capacity needed to deal with materials; do not set targets higher than what can be achieved.
- Barry Friesen – Do not reinvent the wheel.
- Bob Kenney – If ban then capacity will be built; infrastructure will develop.
- Ken Friesen – Moving target.
- Mark Rowlands (EBA Engineering Consultants Ltd.) – Industry creates own markets; if industry produces good, then should create a way to deal with it.
- Leslie Scrimshaw (Town of High River) – Standardize packaging that can be returned to industry; do not go with what you can do right now; develop aggressive targets.
- Ken Friesen – Cost effectiveness is needed.

Materials

- Phillipa Wagner (City of Calgary) – Materials that have market problems should be considered first (e.g., glass, polystyrene).
- Joanne Fedyk – The largest material in the landfill should be addressed first; other options for packaging besides Styrofoam.
- Ken Friesen – Expensive to have a program for each material (paper, glass etc.)
- Sheri Praski (City of Saskatoon) – Post consumer goods that end up in landfill should have program. How does industry take care of waste?
- Dave Schwass - Issues of practicality; think broadly and realistically about who should be involved...commercial, industry, individual; look for best return on effort.
- John Tupper (Waste Management of Canada Corp.) – Acknowledge that producers are packaging goods to ensure that retailer and consumer get what they want (goods are not broken).
- General consensus that ICI to be included with residential packaging.

Level of Contribution

- What percentage of the cost should industry pay?
- Sarah Begg (Clean Calgary Association) – Packaging has a purpose (e.g., shipping, marketing); choose post consumer or pre consumer packaging; consider primary, secondary and tertiary packaging stages.
- Doug Wright (Alberta Recycling Management Authority) – Paid by taxes or consumer?; tax based or not?
- Arielle Muriel (Mount Royal University) – Fees get passed on to consumer.
- Dave Schwass – Need reinforcement to promote behavioral change (e.g., Penalty if do not recycle; get money back if recycle).

- Ken Friesen – 80/20 Manitoba, 50/50 Ontario; link authority and responsibility; if industry is paying they must be part of the solution.
- Leslie Scrimshaw (Town of High River) – Look at each case individually; promote good cases; payment related to performance.
- Dave Schaaf (City of Lethbridge) – Keep at the highest level; move hierarchy.
- Cole Nelson (Rocky View County) - Intrigued by UK's PRN program.
- Kirstin Castro-Wunsch (KC Environmental Group/Cleanit Greenit Composting) – Increase landfill fees (allow for creativity); wait on stewardship program and see what develops on its own once landfill fees are raised.
- Dave Schwass – Challenge why behind on infrastructure...distance and resources; success is when things work on their own; build capacity and turn to market place; economic sustainability is important.
- Neil Antymis (Pepsi Bottling Group) – Determine critical elements then decide on funding model.
- Stephani Carter (EcoAmmo) – Other models besides taxing people and increasing fees exist (e.g., TerraCycle and RecycleBank).
- Joanne Walroth (Rocky View County) – Reduction should be looked at first; waste 'travels' and comes from different regions.
- Edward Jollymore (City of Medicine Hat) – Need to define who is 'industry'; is industry willing to fund program?; municipalities must be part of the program as they typically drive collection trucks and run the landfill.

Closing Remarks

- Ken Friesen – GHG and water issues coming down the road too.
- Kirstin Castro-Wunsch (KC Environmental Group/Cleanit Greenit Composting) – Using other tools is a good idea; to solve a problem one has to think about it; brand owners can solve problems if given the opportunity.
- Bob Kenney – Cost effectiveness is important; what may not be cost effective now may be in the future; look at life cycle analysis cost.
- Barry Friesen – Define who is industry; try not to lump everything together.
- Joanne Fedyk – Alberta has the opportunity to design a program that works for us.
- Dave Schwass – Plastics are too good to waste; recycle where facilities exist.

Additional Comments

- Roger McAdam (Town of Pincher Creek) - Cross-jurisdictional considerations (e.g., how will Alberta's regulations affect BC or Saskatchewan economic markets?); can we develop our policies in isolation?